Message Boards | Web/Information Stocks : **ImageX.com B2B Print Seller** -- Ignore and Intra-subject Search unavailable to you. Want to Upgrade?

Posts: 23 | Member SubjectMarks: 4 | No Bans

Moderated By: Mark Oliver -- (Not Moderated) -- Started: 1/3/2000 2:45:00 PM

ImageX.com is a B2B company specializing in the printed material. In their words, "ImageX.com provides a unique e-commerce procurement portal that enables mid and large-size companies to manage, edit, proof and order printed business materials via the Internet."

The clear advantage this provides is greater control over printed material in the ranks where it's used. Regardless of cost savings, reduced errors, and shorten delivery cycle, the real message here is that people who use printed material can get exactly what they need when and where they need it. The ability to tune promotional materials down the line means companies get the best out of their promotional dollars.

ImageX.com will create specialty web sites from which customers can develop and make available printed material. From this site, anyone with access can make an order making this a tool for the corporate Intranet as well as allowing partners to create materials in a secure Extra-net. This style of shared responsibility while maintaining control is a major mover in business today. It makes perfect sense.

Here's a demo http://www.imagex.com/imagexdemo/

The market for commercial printing in 1997 was $55 billion.

Customers include MCI Worldcom, Verifone, Amazon.com, Merck, Nextlink, etc. This is a sticky application, which should allow ImageX.com to take greater share of print business from any company they sign. While printing is a low margin boring business, I think this application is an obvious winner.

Today is the first trading day of the year. Currently IMGX is trading down 2 5/8 at 39 1/4. The market is clearly in a profit-taking mode and IMGX has had a very good run these last 2 weeks. I am hopeful this company will continue to appreciate as the market accepts their services.

Hope to hear your opinions.

Best regards,

Mark Oliver

Previous 10 | Next 10 | View Recent | Post Message

Reply	Subject	From	Date
23	PrintBid.com Adds Over 1,000HP Certified Print Centers To Print Bidding Databas	Mark Oliver	3/1/2000 1:42:00 PM
22	ImageX.com Launches First Marketplace for Entire Graphic Arts Industry with Pri	Mark Oliver	2/29/2000 1:50:00 PM
21	Looks like Robin Krueger, IMGX CFO has hired someone from her old company Alask	Mark Oliver	2/29/2000 1:26:00 PM
20	ImageX.com to launch printing Web portal	Mark Oliver	2/29/2000 1:23:00 PM
19	Imagex.com (IMGX) 23 1/4 +2 1/8: Prudential reiterates STRONG BUY and 12-18 mon	Mark Oliver	2/25/2000 1:03:00 PM
18	ImageX.com Joins Concur BusinessAdvantage to Provide Online Printing Solutions	Mark Oliver	2/23/2000 10:55:00 AM
17	I also followed you over here from the G&K thread and am interested in the conc	FatSam	2/19/2000 11:30:00 AM
16	Amazon.com Associate General Counsel Joins ImageX.com as VP, General Counsel an	Mark Oliver	2/17/2000 11:47:00 AM
15	I got one response from that post saying it was shameless promoting, but it see	Mark Oliver	2/16/2000 3:49:00 PM
14	Mark, Thanks for posting a link to this thread on "Gorilla and King Portfoli	Eric L.	2/16/2000 2:34:00 PM
13	The Cobalt Group Streamlines BusinessPrinting Processes Through Use of ImageX.c	Mark Oliver	2/16/2000 11:11:00 AM

Previous 10 | Next 10 | View Recent | Post Message

Rev 2.5
1569 words
Rev Status:

Rev 2.4 Final, TNR Font, Word6/95
Rev 2.3 Final, changes from customer accepted
Rev 2.1 submitted to customer
Rev 2.2 minor customer changes including example clients, TNR font, Word6/95
formatting

Eric Bean
Vice President of Products and Technology

Joy Dadoun
Sr. Marketing Communications Manager

Attached files

ericb.jpg   Photo of Mr. Eric Bean
ImageX.com.gif   ImageX Logo

ImageX.com, Inc.
10800 NE 8th Street Suite 200
Bellevue, WA 98004
(425) 452-0011 x Phone
(800) 959-7845 Toll Free
(425) 452-9266 Fax
Web Site: www.imagex.com

ImageX.com delivers online printing services, lets SafeHarbor.com deliver user support

ImageX.com is a leading business-to-business Internet market maker for printed business materials. ImageX.com's technology allows corporations to design, proof, approve and order printed business materials over the web. When a firm the size of

Merrill Gardens or Merck & Co. goes live, ImageX.com's technical support requirements may jump by hundreds or thousands of people overnight. ImageX.com outsources this rapidly scaling support task to SafeHarbor.com.

Background:

ImageX.com reduces the overhead and expense associated with business printing. For each of their customers, ImageX.com creates a customized, secure Web site called a "Corporate Online Printing Center, or COPC." This site contains a digital catalog of the firm's custom-printed business materials—from marketing brochures to stationery and business cards. Through its COPC a business can modify, proof, procure and manage its printed business materials from any PC with a web browser. By combining advanced graphics, e-commerce and database technologies in a single system, ImageX.com has revolutionized the traditionally time-consuming and highly error-prone process of business printing.

ImageX.com employees begin by interviewing new clients to discern existing business rules and processes related to printing—for instance, determining who must approve titles on business cards. Company information, including names, phone numbers, addresses, etc. get stored in an online database. Password protection ensures its security. The COPC incorporates all of a client's graphics, logos and font styles, resulting in a uniform look and feel to materials created there. If a company were to move its headquarters business cards and letterhead for affected employees could be ordered in one fell swoop.

According to Eric Bean, Vice President of Products and Technology at ImageX.com, "Our system is one of the first Internet-based business applications that companies actually deploy. Everyone needs branded materials, even startups. Our system makes it easy for companies that want to skip the hassles and costs of traditional business printing."

Technical Support

ImageX.com has already reduced print error levels to below .4%., meaning less than four orders out of a thousand have problems of any kind. Despite this amazingly low error rate (industry average is in the 5-25% range), ImageX.com requires technical support to address individual user questions.

"Despite our low margin of error, ImageX.com utilizes a technical support function because a company of 10,000 employees might distribute ordering responsibility to many more users than they have in the past. In the past there might have been 4 people ordering business materials. Today you might have 300

administrative people who have no experience using web-based applications performing that function."

Says Bean, "Our goal is to provide absolutely stellar technical support."

Outsourcing Technical Support

Says Bean, "We're big on the outsourcing model. If it's one of those functions we think someone else can do better, we'll let someone else develop the technology, the training, the tools. We'd rather focus on the solutions for the business problem at hand, which, for us, is printing."

"Outsourcing our technical support was a natural choice because we didn't want to focus our business on that. But what we did want to see was a new model for tech support. Traditional call centers make more money when people have more trouble. In contrast, SafeHarbor.com is more profitable the *less* trouble our end users have."

How SafeHarbor.com was selected.

ImageX.com evaluated five firms offering outsourced customer service: SafeHarbor.com, PeopleSupport, and several traditional telephone call centers. A key selection criteria was scale of operations. ImageX.com wanted a partner that was big enough to handle their predicted support loads, but small enough to provide personalized service. An ability to support ImageX.com's peak loads was critical.

When a new ImageX.com customer first begins using the system to order branded materials, there are bound to be questions about browsers, misunderstandings, technical issues and so forth. There will typically be an initial flurry of support questions. The question was how could ImageX.com handle flurries without hiring and training a large staff? The answer was SafeHarbor.com's "programmable" support.

When ImageX.com adds a new client, SafeHarbor.com's "programmable" support can temporarily boost their support levels to ensure response times don't sag. Customer Service Representatives (CSR's) at SafeHarbor.com are trained to deliver support for several different companies. This allows them to be temporarily re-assigned when one particular company experiences a spike in support

requirements, for example, when a new client comes on board with ImageX.com. A key feature of the software used by SafeHarbor.com itself is its ability to check:

- Which CSR's are logged in
- Which CSR's have had what training on what company's products
- Whether they're a Level I, II, or III for those products
- And automatically route support "incidents" to the most suitable CSR

Reporting

Extensive reports from SafeHarbor.com help keep ImageX.com "in the loop." The reports give data on the number of support incidents, how long they took to resolve, hold times, how many incidents got escalated, and so forth. Says Bean "The goal is to turn firms you outsource business functions to into trusted partners. The more information they provide you, early on, the more trusting you can be. We're extremely happy with the reports we get from SafeHarbor.com, both on-paper and on-line, in real-time."

Pilot and Roll-out

Says Bean "We started building a knowledge base in July, 1999. We went into a pilot in September, 1999 with a few of our key customers. We chose 10-12 of our larger customers we felt would really exercise the capabilities of the site, firms like CB Richard Ellis and CIBC World Markets. We have control over support because of each web site being customized. We can turn on the online tech support at SafeHarbor.com customer by customer."

"Building the knowledge base was a collaborative effort. We worked side by side with the knowledge engineers at SafeHarbor.com." Says Bean "I saw some real collaboration, creative thinking on both sides in building the knowledge base. There were a few tricky things since each web site is customized for a particular customer. SafeHarbor.com came up with some very creative solutions to handle that."

Bean continues "The pilot helped us tune our knowledge base. It showed us the questions people asked to get through our site, to get their job done. It ensured those questions were being substantially answered by the knowledge base. It also assured us we'd chosen the right solution and helped us determine the metrics we could use for measuring economic and customer satisfaction."

"The things that we looked at were who's hitting the web site for what questions, what questions are being asked, what are the turnaround times for emailed questions, if they actually do have to then go to a live call, what are the turnaround times then, what are the response times."

"We are not expecting the knowledge base maintained by SafeHarbor.com to eliminate our customer support function or to totally eliminate live physical support, but we are expecting to reduce it dramatically at companies with tens or even hundreds of thousands of employees. If our application goes to every desktop we can't possibly teach every single one on how to click through a web site. They have to be able to go to a knowledge base and get answers to common questions."

"We've emerged from the pilot and are now successfully rolled out." Says Bean. New clients are invisibly transported to SafeHarbor.com's web servers when they click on "Help" at the ImageX.com site.

Results

ImageX.com wasn't satisfied merely with the reports SafeHarbor.com provides on support incidents, response times, etc. According to Bean they went out and individually surveyed their clients, asking them "Is our outsourcing of tech support (to SafeHarbor.com) the right way for us to provide you the best service."

The answers they got back were:

"For Sure!"
"Yes"
"Absolutely!"

# # #

About ImageX.com
        Founded in 1995 and based in Bellevue, Wash., ImageX.com (NASDAQ: IMGX) is the leading business-to-business Internet market maker for printed business materials. ImageX.com caters to the unique needs of every type of printing customer – individuals, small businesses, corporations, graphic arts professionals, printing industry suppliers and manufacturers. From buying paper stock to finding the right graphic professional to design

materials, ImageX.com's technology provides innovative services for each step in the process of printing materials. The company has filed for 52 patents for its Web-based, just-in-time printing manufacturing technology, which facilitates the entire workflow process from creative concept to delivery of the final product. ImageX.com's branded service areas include the Corporate Online Printing Center, the Small Business Printing Center, PrintBid.com, and PaperDeals.com, as well as PrintPlace.com, an online vertical e-marketplace for the graphic arts community. ImageX.com ranked third among the world's best-managed, fastest-growing technology companies, and was noted for its sound management, finances, market opportunity and competitive position, according to an April, 2000 *Forbes ASAP* cover story. More information on the company, its services and its online marketplace can be obtained from http://www.imagex.com or by calling (800) 959-7845.

# # #

Tape transcript leftovers

Background - printing

"Commercial printing market is a trillion dollar market. We're serving huge budgets and allowing corporations to spend that money more effectively."

"Our belief is there's a very broad marketplace for print and communications related services which there needs to be a place to go, a home on the web."

Background - ImageX

"We're in the business of providing branded communication materials to our corporate customers. The focus of our work is on an e-procurement system that enables companies large and small to procure their branded printed materials with a lot fewer hassles and much higher efficiency. We basically take the hassle out of acquiring what seems like simple stuff, it isn't really but, business cards, letterhead, stationery and also more complicated things collateral marketing materials.

"The value our customers see is they can eliminate a lot of the cost and hassles which have to do with authority levels, approvals, and branding, the assurance the brand is being properly communicated on their printed materials. We take all of that and encode it on a website that is customized for each of our corporate customers."

"Our customers get a customized website with only their materials on it. The ordering mechanisms and the authority levels that each individual can use are built in. Our corporate customers, some of which are huge companies, will now distribute the ordering of these types of materials out to everyone in the company, making each individual responsible for their own needs instead of having one central procurement person. This makes things faster, easier, cheaper.

Why ImageX is a leader in eP

"We see ourselves at the front end of the B2B e-commerce wave. We often find ourselves as one of the first business critical applications that a company will install.

We're one of the first ones installed because our app is really easy to go in. Why? It's an application everybody can understand.

Putting in a big procurement portal is a many-month, big dollar proposition. Ours can go in very simply, standalone. All it requires is a bit of our interviewing the client to understand what their business rules are about procuring printed materials. We build the site and then they start using it. It can happen in a matter of a few days or weeks, depending, quite frankly on **them.**

The Savings

The key point about business printing is that for every $20 people spend actually putting ink on paper you typically have another $80 in administrative costs in terms of ordering, receiving, inventory obsolescence, approvals, review, and rework. Traditionally 6-20% of print orders have errors. So for every $100 basket of costs a corporation used to incur around printing, we're reducing or eliminating that $80 in administrative expenses.

To give you an example...*entertainment company* had four separate approvals for every business card that got ordered. There was a management review,

procurement review, receiving review and HR review to ensure people were representing themselves properly.

By encoding all of their rules, and including whatever titles hr approves into a database, they can save as much as $150 per single order of business cards.

Another example, Prudential just acquired another investment banking company and they needed to rebrand everyone as Prudential Volte. We were able to simply merge the two databases, insert the new logo on, and go.

Corporate identity materials are usually how we get in the door since they're usually such a hassle. Everyone you ask has gotten incorrectly printed business cards at one time or another.

Our error rate is about .4%. Only 4 out of 1000 orders have any type of error, including late delivery. Our system allows us to deliver products with extremely high accuracy very low error rates, exactly the way our customers want them.

Misc.

We utilize SafeHarbor.com on the technical side, and have our own customer service organization that handles things like order status inquiries, any questions the website doesn't answer. Our goal is to get the web to answer every question.

We outsource essentially all of our printing. We deliver a fair bit of volume to our manufacturing partners so we get good pricing are we are able to pass along good value to our customers and still make a profit.

We outsource technical support vs. customer service, which is the processing of an order, getting an order into the system vs. an issue with the website.

A new model for Customer Support

"We had a choice. We could either staff up our own customer support or find someone who would could supply technical support in a way that was compatible with our goals. Traditional outsourcers utilize the old model. Their model is they make more money when people have more trouble. That's not the way we wanted it to work. We want it to work where people share in the success of driving people away from problems rather than driving them towards problems.

SafeHarbor.com is more successful when our customers have less trouble. We're more than willing to build the knowledge base and strengthen our relationship with

SafeHarbor.com over time as our customers experience less and less trouble. It's a very compatible model, it was at the center of doing the deal with SafeHarbor.com that they had a business model, a philosophical approach to doing business that is at the core of our business.

SafeHarbor.com's support model is aligned, very compatible with what we are doing. So it's the perfect thing for us to outsource. We outsource manufacturing, we outsource certain SW development activities even though we are a SW development company, we outsource technical support

The VPN

We have the VPN connection setup and we monitor the traffic. It's part of the architecture that works well. We're able to see inside their operation. In addition to monthly reports we can go live and see what's going on in real time. It's great, its perfect. It works well for ours.

Monitoring SafeHarbor.com

As you outsource things, early in a relationship you watch everything very carefully because you don't know how it's going to go. As the relationship develops over time it becomes a trust relationship. Trust relationships are built around things other than economics. Having real-time information at our fingertips, well, the more information we have, the more we are able to trust.

I don't have detailed familiarity with the Silknet reports. My satisfaction with those reports is based on communication with people who work with it in great detail. It's two levels removed from what I do, but I can tell you that in the evaluation and plans for this it was a key thing.

We talk about it all the time.

Scott Greze /
Jan Matthews dir. of Customer Operations/Service 425 452 0011 gnl

What do I think is SafeHarbor.com's strongest marketing message?

We find that Web based apps are just as complicated as any other application no matter how simple people think they are. The technical support requirements are no less.

There are more important things for a company like ours offering a web based service to concentrate on than the different interactions people are going to experience with different releases of browsers. That's a set of expertise we don't want our company to spend its effort developing when someone else can do it in a much, much more leveraged way.

All the reasons people want to outsource are amplified by the pace and scale that the web demands. You don't have a choice of moving slow.

SafeHarbor.com.......wrap-up sentence.

Home   About the IAPHC   Member Services   Club Directory   Events   Membership Info

Gallery of Superb Printing   Internet Tips   Industry Links   Site Index

Services
Table of Contents

Member Services Main Page

Tuesday Morning News

Press Releases

Chairman Messages

Know More Notes

Forums

Job Links

Classifieds

Craftsman of the Year

Craftsmen In The News

Section Index

Visit our sponsors website

+H=ID=LB=RG+

Click on the Heidelberg Logo to visit their website

TUESDAY MORNING CRAFTNET NEWS

September 8, 1998

Back   Page: TMN 1 2 3   Next

Industry News
By Kevin Keane, IAPHC CEO

Good Ink

Members like Dave Albrecht of Mid-Hudson, John Berthelsen of Madison, Cathy Hatfield of Greater Lexington and Dan Marantz of North Jersey have all commented that the interview article about the IAPHC in last months Printing News and in this month's Quick Printing magazine is a great PR piece for the IAPHC, and membership and the International Gallery. Perhaps you could use it in your local membership recruiting efforts. We hope to be able to secure reprint rights and Dan Marantz has offered to do the printing.

More Online Competition

In the August 25th issue of Tuesday Morning News (TMN) we wrote about iPrint's online print shop now available through the Internet portals such as Lycos. Seattle Club President Milt Vine passed along news of another online competitor called ImageX, based in Bellevue, Washington. You might want to take a look at their website to see how they are approaching e-commerce and the printed document. The site itself is instructive, altho feature rich and colorful, it loads rather slowly. That's kind of strange as speed of service is touted very highly by the firm. One segment of the site uses a graphic that suggests it takes 2 days to order the typical print job from a traditional printshop but only 10 minutes from ImageX. The rumour mill has it that the firm has a financial angel in the person of Paul Allen of Microsoft fame and fortune. Their web site is www.imagex.com

The Xerox Watch

Keep an eye on news from the big digital X on Thursday. According to the Digital Edition of the 4 September Rochester Democrat and Chronicle (a really wonderful online newspaper) Xerox is expected to announce a new partnership to extend the spectrum of services offered -- the

speculation is that Xerox will forge an alliance to give it greater ability to link printers and copiers to computer networks. Let's see there was XBS and XFM (Xerox Facilities Management) could there be a XITM in our future? (Xerox Information Technology Management?) The key here is that once you control the digital file, and that's exactly what the folks at ImageX are attempting, then you control the output including to what machines the output is directed. And since more and more clients are less and less able to distinguish between toner on paper versus ink of paper..... hmmmn, Xerox Network Management, or Xerox Digital Workflow Management, or.... Separately, Xerox announced last week that its sales force will be selling graphics software from an Israeli firm, Scan Vec, Ltd.

Clinton in Glockamorra, the Gaeltacht

On 4 September President Clinton signed an accord with Irish Prime Minister Bertie Ahern to keep duties and tariffs off of goods sold between the two nations over the Internet. Presently, there are no tariffs on books and other items sold over the Internet, thanks to a temporary tariff moratorium put in place by the World Trade Organization, and supported by Australia, Japan, and the European Union. Clinton would like to see the moratorium become permanent and one of his policy advisors, Ira Magaziner, lauded Erin, saying that Ireland is basing its future on the digital economy. Xerox is among the firms investing in Ireland, planning to add a toner factory. As a footnote, its intriguing to note that Ireland is second only to the US in the amount of software exports. Maybe that's why Jimmy Rogers, author of "Investment Biker" recommended in the last issue of Worth magazine to invest in the Emerald Isle right now.

* a note to Mr. President, there's no such place as Glockamorra, a lyric writer made it up.

Broken Record

That's how we sound when, issue after issue, we report that Mail-Well, Inc., has bought more commercial printers. On 8 September, the firm reported the acquisition of Richtman Printing of Englewood, Colorado and Production Press, Inc., of Jacksonville, Illinois. Mail-Well now has more than 90 printing plants. Milt Vine of the Seattle Club sent us a note along with a copy of Dick Vinocur's column in American Printer last month talking about the current acquisition mania. Dick's final thoughts are worth repeating: "If, as common wisdom has it, consolidators are interested in acquiring firms with between $5 million and $10 million in sales, and there are only 600 - 700 printing companies in that category, won't we eventually run out of acquisition candidates? Only time will tell."

Butcher, Baker, Laser Printer Plate Maker?

A reader sent us a note about the potential use of poly plates imaged by a laser printer. Xante has selling such a product for several years, and the plates are sold by a range of vendors. The Insty-Prints franchise recommends the HP 5000GN LaserJet and Nationwide Pronto Plates for runs of less than 10,000, and noncritical color. They estimate plate cost at around $1.00.

More quick blurbs

- Presstek announced on 8 September that Robert Hallman former senior V/P of Kodak Polychrome Graphics would be joining Presstek as CEO. Hallman is an expert in non-silver and related environmentally safe media, he holds 30 patents and serves on the GATF Board.

- Iomega lopped $100 off the cost of the Jaz drive retail price while at the same time announcing that lots of graphics professionals prefer the Jaz to share or transport storage intensive graphics files. On 8 September Sir Speedy became the latest chain to endorse the Zip and Jaz drives from Iomega, joining Kinko's, Mailboxes Etc, and AlphaGraphics who have already adopted the Zip or Jaz drive as standard configurations on internal computers in the various chains.

- Colwell Systems, a subsidiary of Patterson Dental Company, (which is one of the largest dental products distributors,) sells such products as forms, stationery, greeting cards and prescription blanks. Colwell has just bought several PlateStream Platesetters from Printware. Printware has targeted forms printing for the computer-to-plate PlateStream. By the by, we found the fact that a press release for ImageX spelled stationery as stationary to be a mirthfully moving experience.

- EFI (Electronics for Imaging) used the focal point of Seybold to announce its new FieryX2 Color Server. EFI's president Dan Avida, said that "The X2 represents the future of digital printing solutions for the entry level corporate and graphics environments." The X2 includes EFI's ColorWise color management system, which automatically recognizes PANTONE names in print jobs and selects the best CMYK match for the printer.

Speaking of Seybold, here's an on-the-scene report tidbit from the NAGASA seminar titled "Electronic Commerce and the Web: Where are You?" Graphic arts dealers currently perceive e-commerce by a manufacturer as a threat, since it bypasses the dealer. To placate dealers, many manufacturers use their web pages for advertising and information only, not for sales. Manufacturers would like to see dealers put up their own web pages, which some are beginning to do.

Meanwhile at LabelExpo '98 in Chicago last week Indigo showed its Omnius One- Shot Color press linked inline with

a converting system, creating what is reputedly the first inline digital label production solution.

One NAGASA person suggested that David Steinhardt left NAGASA for the former NAQP because of doubts about the viability of the dealer channel. It seems to us, that dealers, distributors, prepress firms and printers of all sizes can survive and remain viable as long as they make a dedicated effort to master digital workflow. That's easy to say and harder to do. It will require cross channel and cross platform and even cross association cooperation and education. Is it necessary? Isn't this a global economy?

Back   Page: **TMN** **1** **2** **3**   Next

IAPHC Member **Services**

The International Association of Printing House Craftsmen

Home | Site Index | About the IAPHC | Member Services | Club Directory | Events Tuesday News | Gallery | Internet Tips | Industry Links | Membership Info
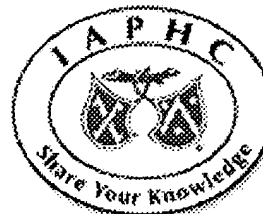
+HEIDELBERG+

Tuesday Morning News is made possible through the sponsorship of Heidelberg. Click on the Heidelberg logo to visit their website.

Membership inquiries: membership@iaphc.org
Head Office: headquarters@iaphc.org or toll free 800/466-4274
Website Administration: webmaster@iaphc.org